

WHAT IS CLAIMED IS:

1. A method of creating and presenting a testing experience to a user comprising the steps of:

- 5 a) selecting at least one survey assessment instrument;
- b) selecting a user identification code (User ID);
- c) selecting a personal identification number code (PIN);
- d) associating the at least one instrument, the User ID and the PIN to create an experience;
- 10 e) storing the experience in a database;
- f) providing the User ID and the PIN to a selected user;
- g) providing access to the database through a web site;
- h) upon connection of the selected user to the web site and entry of the User ID and the PIN by the selected user, confirming the association of the User ID with the PIN; and
- 15 i) permitting the selected user to remotely view and interact with the at least one instrument after confirmation of association of the User ID and the PIN.

20 2. The method according to claim 1 wherein step a) is performed by creating a dynamic survey assessment instrument (DSAI) as the at least one survey assessment instrument.

25 3. The method according to claim 1 wherein step a) is performed by obtaining a third party survey assessment instrument (TPSAI) as the at least one survey assessment instrument.

4. The method according to claim 1 including associating rule and threshold settings with the at least one instrument in the experience.

5. The method according to claim 4 including creating the rule and threshold settings as at least one of instrument score limits, order of the instrument presentation, conditional order of the instrument presentation and experience termination guidelines.

5 6. The method according to claim 1 including performing the steps b), c), d), f), h) and i) for each of a plurality of selected users.

7. The method according to claim 1 including performing the step a) by selecting at least one other survey assessment instrument and performing the step d) by associating the at
10 least one other survey assessment instrument with the at least one instrument, the User ID and the PIN to create the experience.

8. The method according to claim 1 wherein step c) is performed by generating the PIN with a random PIN generator.

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9. The method according to claim 1 wherein the step f) is performed by sending the User ID and the PIN to the selected user in an e-mail message.

10. A method of creating and presenting a testing experience to a user comprising the steps of:

- j) selecting at least two survey assessment instruments;
- k) selecting a user identification code (User ID);
- 5 l) selecting a personal identification number code (PIN);
- m) associating the at least two instruments, the User ID and the PIN to create an experience;
- n) storing the experience in a database;
- o) providing the User ID and the PIN to a selected user;
- 10 p) providing access to the database through a web site;
- q) upon connection of the selected user to the web site and entry of the User ID and the PIN by the selected user, confirming the association of the User ID with the PIN; and
- 15 r) permitting the selected user to remotely view and interact with the at least two instruments after confirmation of association of the User ID and the PIN.

11. An apparatus for creating and presenting a testing experience to a remotely located user comprising:

- 20 a means usable by an administrator for selecting at least one survey assessment instrument, a user identification code (User ID) and a personal identification code (PIN) and associating said at least one instrument, said User ID and said PIN in an experience;
- a means for storing the experience connected to said means for selecting; and
- 25 a means for maintaining a web site connected to said means for storing whereby when a user accesses the web site with the User ID and PIN, said means for maintaining confirms the association of the User ID with the PIN and permits the user to remotely view and interact with the at least one instrument after confirmation of the association of the User ID and the PIN.

12. The apparatus according to claim 11 wherein said means for selecting permits the administrator to include rule and threshold settings with said experience.

13. The apparatus according to claim 12 wherein said rule and threshold settings
5 include at least one of instrument score limits, the order of the instrument presentation, the conditional order of the instrument presentation and experience termination guidelines.

14. The apparatus according to claim 11 wherein the at least one instrument is a dynamic survey assessment instrument.

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15. The apparatus according to claim 11 wherein the at least one instrument is a third party survey assessment instrument.